



WPTV

# ORDER

Print Date 08/31/12

Page 1 of 2

Flight Dates **10/23/12-10/29/12**

Contract / Revision      **309420 /**

Original Date / Revision  
08/28/12    08/31/12

Advertiser **Treasure Coast Jobs Coaliti**

Agency    **Smart Media Group**

Buying Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product

**TCJC - Treasure Cst. Jbs Coa. FL**

Agency Com    15%

Billing Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **C23C29**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-2

Advertiser Ref

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	6	\$9,137.50	\$10,750.00	0.00
November 2012	1	\$552.50	\$650.00	0.00
<b>Totals</b>	<b>7</b>	<b>\$9,690.00</b>	<b>\$11,400.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	6	\$9,137.50	\$10,750.00
10/29/12	10/29/12	1	\$552.50	\$650.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WPTV	10/29/12	10/29/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	M-----	:30	1	\$650.00	P-2	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>		
Week:		10/23/12	10/29/12	M-----				1		\$650.00		0.00		
E 2	WPTV	10/25/12	10/26/12	M-F 6-7a M-F 6-7a	CM	6-7a	---11--	:30	2	\$2,500.00	P-2	0.00 NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>		
Week:		10/23/12	10/29/12	---11--				2		\$2,500.00		0.00		
E 3	WPTV	10/23/12	10/23/12		CM	530-6p	-T-----	:30	1	\$2,000.00	P-2	0.00 NM	1	\$2,000.00



**WPTV**

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Contract / Revision    **309420**    Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision    08/28/12/    08/31/12

Order Sep    00:20:00

Advertiser    **Treasure Coast Jobs Coalit**    Product **TCJC - Treasure Cst. Jbs C**    Estimate #    **C23C29**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 530-6p											
				M-F 530-6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-T-----					1	\$2,000.00		0.00			
E 4	WPTV	10/27/12	10/27/12	Sa 6p	CM	6-630p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				Sa 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S-					1	\$1,000.00		0.00			
E 5	WPTV	10/26/12	10/26/12	M-F 1135p-1235a	CM	1135p-1235a	----F--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				M-F 1135p-1235a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	----F--					1	\$750.00		0.00			
E 6	WPTV	10/24/12	10/24/12	M-F 11-1135p	CM	11-1135p	--W----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				M-F 11-1135p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	--W----					1	\$2,000.00		0.00			
Totals														7	\$11,400.00